



Jeanne Min <jeanne.min@lacity.org>

APHAR today- Item 4

Marie Rumsey <MRumsey@ccala.org>

Mon, Jan 26, 2015 at 11:37 AM

To: "david.giron@lacity.org" <david.giron@lacity.org>, Jeanne Min <jeanne.min@lacity.org>

Cc: John Howland <jhowland@ccala.org>, Ezra Gale <EGale@ccala.org>

Hi David & Jeanne, Please see attached letter regarding item 4 on today's agenda.

Thank you, Marie

CF #14-1500.pdf
99K



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January 26, 2015

Councilmember Mitch O'Farrell, Chair
Arts, Parks, Health, Aging and River Committee
200 N. Spring Street
Los Angeles, CA 90012

Re: Greek Theatre Concession Council File #14-1500

Dear Councilmember O'Farrell,

Established in 1924, the Central City Association (CCA) is Los Angeles's premier business advocacy organization, with 450 members employing over 350,000 people in the Los Angeles region. As the premier voice of business, we recognize the critical role that well-designed, large place making projects play in supporting Downtown's continued growth. As the economic hub of California, Los Angeles is home to ten million residents, an ever growing number of whom choose to make Downtown their home and I am proud to share that AEG has been an excellent corporate citizen and has played a key role in the growth and development of Downtown.

LA Live is an iconic and internationally renowned sports and entertainment destination that hosts thousands of events yearly. From sports events at the STAPLES Center to music concerts at NOKIA Theater, AEG has proven they are world class operators. LA Live represents \$2.5 billion of private investment in the City and proves AEG has the resources to expand their brand citywide.

AEG has been a trailblazer in Downtown Los Angeles and has contributed greatly to its renaissance. AEG has the vision, commitment and proven track record as a strong civic and community partner. There is no doubt that they will be good neighbors wherever they operate and I encourage you to review AEG's track record of success in Downtown Los Angeles.

Thank you for your consideration and should you have any questions please do not hesitate to contact me directly.

Sincerely,

Carol E. Schatz
President & CEO

